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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/014,840	10/22/2001	Todd R. Wagner	12587-019001	1829

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EXAMINER

IRSHADULLAH, M

ART UNIT	PAPER NUMBER
3623	

DATE MAILED: 04/15/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	10/014,840	WAGNER ET AL. <i>le</i>
	Examiner M. Irshadullah	Art Unit 3623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 22 October 2001 and 24 June 2002.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-38 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-38 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) The proposed drawing correction filed on _____ is: a) approved b) disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) The translation of the foreign language provisional application has been received.
- 15) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- | | |
|---|--|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s). _____ . |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449) Paper No(s) 5 . | 6) <input type="checkbox"/> Other: _____ . |

Specification

1. The disclosure is objected to because of the following informalities:
 - a) Page 7, line 4: process flow “100” is not shown in Fig. 2;
 - b) Page 10, line 2: “marketing analysis” is shown in Fig. 4 as “Customer Analysis”, Applicant may like to amend either of them;
 - c) Page 10, line 4: “Industry news” page is not shown in Fig. 4. Applicant may like to amend either of them.

Appropriate corrections as mentioned above and also others throughout the Specification are appreciably required for the benefit of the Patent Community.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:
 - (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.
3. Claims 1-38 are rejected under 35 U.S.C. 103(a) as being unpatentable over MarketFirst Announces Initial Customer availability of MarketFirst Release 2.0 (Hereinafter MarketFirst) in view of Walter et al (US Patent 6,334,110 B1).

MarketFirst shows:

Claim 1. A system for enabling real-time collaboration and workflow management of a marketing campaign within a marketing organization (Page 1, lines 8-11 and page 2, lines 49-51), the marketing organization having a plurality of marketing roles defined therein, the system comprising:

- a) a processor for processing computer instructions (Page 3, lines 13-16, wherein “WindowsNt etc. and database” clearly infer reference’s utilizing computer which inherently comprise processor for executing requisite programs or instructions);
- b) at least one display for displaying information to a respective user in response to the processor (Page 2, lines 59 (visual analysis), 15 (graphical view of all programs) and 2 (graphical program designer) infer the availability of some kind of monitor (display) device. All displays depict information in accordance to processor’s command (in response to processor);
- c) memory for storing computer instructions (Page 3, lines 15-16 and page 2, line 15.

Here, “database” infers some type of storage device (memory), such as HD, CD, Diskette etc., and storage device is inherently used to store programs (instructions) requisite to control and run the computer), the instructions providing for:

- d) a role portal component for providing at least two respective role portals corresponding to at least two of the marketing roles within the marketing organization (Page 1, lines 20-25, 35-39 and page 2, lines 1-4, and 13-21, wherein “web pages” comprising information (programs, data etc.) needed and employed by cited “marketing executive, professionals or marketing managers” would be shared by any of said users (providing at least two respective role portals: Applicant’s spec. page3, lines 3-4 and page 9, lines 18-20); and

In the following element:

e) a workbench component for generating on the at least one display a workbench corresponding to each of the at least two role portals, each workbench permitting a user to access metric and workflow information associated with the corresponding marketing role.

MarketFirst teaches the under noted feature:

at least two role portals and workflow information associated with the corresponding marketing role (as discussed above), yet

MarketFirst does not teach the feature below:

a workbench component for generating on the at least one display.

However, Walter et al teach the same (Fig. 2 (224-Database Marketer Workbench), col. 4, lines 23, 46-48 read with col. 5, lines 54-56. Applicant will appreciate that cited workbench would be used for creating (generating) a display requisite to user or users (as discussed above)).

It would have been obvious to one of ordinary skill in the relevant art at the time of Applicant's invention to incorporate Walter et al's feature into MarketFirst, thereby entailing a system with extended functionality and enhanced utility.

Claims 2 and 30. The system of claim 1 wherein the at least two marketing roles comprises at least a marketing manager role (MarketFirst: Page 1, line 17).

Claims 3 and 31. The system of claim 2 wherein the at least two marketing roles further comprises a data analyst role (MarketFirst: Page 2, line 1 (marketing professionals), line

54 (evaluating marketing processes) and line 59 (visual analysis) infer presence of a professional acting as (playing the role of) an analyst).

Claims 4 and 32. The system of claim 3 wherein the at least two marketing roles further comprises an executive role (MarketFirst: Page 1, line 37).

Claim 5. The system of claim 1 wherein the at least two marketing roles comprises at least a data analyst role (as discussed in claim 3 above).

Claim 6. The system of claim 5 wherein the at least two marketing roles further comprises an executive role (as discussed in claim 4 above).

Claim 7. The system of claim 1 wherein the at least two marketing roles comprises at least an executive role (as discussed in claim 4 above)

Claims 8 and 19. The system, wherein the workbench corresponding to each of the at least two role portals comprises a plurality of different displayable pages capable of being displayed on one of the at least one display (MarketFirst: Page 1, lines 11-13, 37-39, page 2, lines 1-5, 15-19. Applicant will appreciate that web pages would be displayed for cited users who would use them according to their functions (role)).

Claims 9, 20 and 33. The system, wherein the plurality of different displayable pages comprises at least a displayable home page containing at least high-level marketing information (MarkerFirst: Inherent, since home page is the first basic one which comprises symbols (boxes, buttons, links etc.) useable for further user's requisite display).

Claims 10, 21 and 34. The system, wherein the plurality of different displayable pages comprises at least a displayable page providing a workflow view of marketing strategies and associated tasks (MarkerFirst: Page 1, lines 23-25, wherein citation clearly point to claims limitations).

Claims 11, 22 and 35. The system, wherein the displayable page providing a workflow view further provides access to a workflow software application (As discussed above).

Claims 12 and 23. The system, wherein the displayable page providing a workflow view further identifies and provides access to computer accessible reports that may be used in completing the tasks (MarkerFirst: Page 1, lines 23-25, wherein "reporting tools" infer claimed limitation).

Claims 13, 24 and 36. The system, wherein the plurality of different displayable pages includes at least a displayable page for marketing campaign management (MarkerFirst: Page 1, lines 23-25 and lines 8-10).

Claims 14, 25 and 37. The system, wherein the displayable marketing campaign management page includes an icon for access to a campaign management software application (Inherent, since symbolic representation (icon) of various objects etc. is a basic practice in web art or technology).

Claims 15 and 26. The system, wherein the displayable marketing campaign management page includes metric data regarding marketing campaigns (MarkerFirst: Page 2, lines 51-54, wherein “test” and “evaluate” infer availability of functions to measure or measurable (metric) data).

Claims 16 and 27. The system, wherein the displayable marketing campaign management page includes information about marketing campaigns (MarkerFirst: Page 2, lines 48-51)-.

Claims 17, 28 and 38. The system, wherein the plurality of different displayable pages includes at least a displayable page for a user to access software applications for performing marketing analysis tasks (MarkerFirst: Page 2, lines 47 through page 3, line 3).

Claim 18. A system for enabling real-time collaboration and workflow management of a marketing campaign within a marketing organization, the marketing organization having a plurality of marketing roles defined therein, the system comprising:

- a) a processor for processing computer instructions (See discussion of Applicant's claim 1a) above);
- b) at least one display for displaying information to a respective user in response to the processor (See discussion of Applicant's claim 1b) above);
- c) memory for storing computer instructions (See discussion of Applicant's claim 1c) above), the instructions providing for:
- d) a role portal component for providing respective role portals corresponding to marketing roles within the marketing organization, the marketing roles including at least an executive role, a marketing manager role and a data analyst role (See discussion of Applicant's claim 1d) above); and
- e) a workbench component for generating on the at least one display a workbench corresponding to each of the role portals, the workbench component for providing access to a workflow software application, a marketing campaign management software application and a marketing analysis software application (See discussion of Applicant's claim 1e) above).

Claim 29. A method of collaborating to create a marketing campaign in a marketing organization having marketing roles, the method comprising:

- a) providing a system for enabling real-time collaboration and workflow management of the marketing campaign (MarketFirst: Page 2, lines 10-58 (specifically line 29),
 - a) the system comprising a processor for processing computer instructions (See discussion of Applicant's claim 1a) above);

- b) at least one display for displaying information to a respective user (See discussion of Applicant's claim 1b) above);
- c) memory for storing computer instructions (See discussion of Applicant's claim 1c) above), the instructions providing for,
- d) a role portal component for providing at least two respective role portals corresponding to at least two of the marketing roles within the marketing organization (See discussion of Applicant's claim 1d) above); and
- e) a workbench component for generating a workbench corresponding to each of the at least two role portals, each workbench permitting a user to access metric and workflow information associated with the corresponding marketing role (See discussion of Applicant's claim 1e) above);
- f) according to a first one of the roles and within a first one of the at least two role portals (A discussed above in Applicant's claim 1d), monitoring customer metrics and workflow activities associated with the marketing campaign (MarketFirst: Page 2, line 16, wherein "tracking" function would be used for claimed purpose); and
- g) according to a second role and within a second one of the at least two role portals collaborating with the first one of the roles through a second one of the at least two role portals (See discussion of "portal" in Applicant's claim 1d) above and page 2, lines 49-51. Applicant will appreciate that reference's "group collaboration" infers and would be used for claimed limitation).

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

A) Hunt et al., US Patent 6,253,234 B1. Shared Web Page Caching At Browsers For An Internet.

B) Fin et al., US Patent 6,240,444 B1. Internet Web Page Sharing.

C) Bernardo et al., US Patent 6,219,680 B1. System And Method For Building A Web Site For Use In E-commerce With User Specific Pricing.

D) Haverstock et al., US Patent 6,064,977. Web Server With Integrated Scheduling And Calendaring.

E) Borgida et al., US Patent 5,659,724. Interactive Data Analysis Apparatus Employing A Knowledge Base.

F) Srinivasan, US Patent 5,548,506. Automated, electronic Network Based, Project Management Server System For Managing Multiple Work-Groups.

G) Tatham et al., US Patent 6,223,177 B1. Network Based Groupware System.

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to M. Irshadullah whose telephone number is (703) 308-6683. The examiner can normally be reached on M-F from 11:00 am to 5:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor , Tariq Hafiz, can be reached on (703) 305-9643. The fax number for the organization is (703) 305-7687.

Art Unit: 3623

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 308-3900.

b7c

M. Irshadullah

April 01, 2003

TARIQ R. HAFIZ
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600